

# Traffic Calming Education and Awareness Program

Linda Crabill  
Community Relations Manager  
Tel. 408.277.4499  
[Linda.Crabill.ci.sj.ca.us](mailto:Linda.Crabill.ci.sj.ca.us)



City of San José  
Department of Transportation

# The Agenda.

The situation

The plan (strategy and creative)

Partnering opportunities

# The Situation.

Driving behavior is a growing concern.

Death and injuries (nationwide)

- 41,821 deaths
- 5.3 million injuries
- 27.6 million damaged vehicles

\$200 billion total damages\*

- 9% covered by public revenue
- 2.4% of US GDP\*

\*Source: National Highway Traffic and Safety Administration 2000

# The Cause.

Combination of attitudes and behaviors.

Stress, anxiety, aggression

Inappropriate behaviors

- Red light running
- Stop sign violations
- Speeding
- Crosswalk violations
- And many more...

# Research and analysis.

## The trends in traffic safety.

### Engineering and Enforcement isn't enough

- Changing attitudes and behaviors requires education — awareness and understanding

### Government agencies are beginning to focus on education as another tool to calm traffic

- Cities, states and federal agencies realize the problem and are trying new strategies

New Jersey, San Francisco, Charlotte, Portland, SCC Traffic Safe Communities Network, U.S. Government

# Research and analysis.

## The trends in traffic safety.

Education takes time

Changing attitudes and behaviors take time. Research shows public education campaigns take approximately 3 years to impact behavior. (e.g., recycling)

Progression of Campaign

Year One: Raise awareness

Year Two: Change Attitudes

Year Three: Change Behaviors

# The Creative Process.

A methodical approach to creative solutions.

## Research and strategy:

- Evaluate other programs, conduct intercept interviews, 3rd party studies

## Concept development:

- Idea generation, internal review, client feedback, focus groups, review by external traffic safety professionals, market testing

## Adjustments and refinements:

- Incorporate feedback (testing) and finalize creative execution

# The Program Objectives.

These are our general goals.

- Awareness, Perception, Influence
- Generate awareness and educate drivers, pedestrians and bicyclists on traffic safety.
- Change perception and attitude of target audiences
- Ultimately, positively influence behavior and reduce amount of violations/accidents.



# The Program Objectives.

Grow campaign by sharing with partners.

## Modular and easy to customize

- Program can incorporate your needs while retaining the umbrella brand message
- Messages can be customized to address specific driving behaviors of individual communities

## Success through partnering

- To succeed in changing driver behavior, the effort must be both regional and collaborative in approach

## Measuring campaign success

- Combination of quantitative and qualitative measurements

# The Current Focus.

Here are the specific behavioral issues that San José has targeted.

1. Red light running
2. Stop sign violations
3. Speeding
4. School zone compliance
5. Crosswalk safety & compliance

# Communication Strategy.

The communications plan will include:

- Media
  - Radio, outdoor, print, online, sponsorships
- Community relations
  - Presentations and "campaign kits" to schools, neighborhoods, business groups and community organizations
- Sponsorships
  - Enlisting corporate involvement
- Regional partnerships
  - Encouraging public agencies to become *Street Smarts* partners

# The Overall Strategy.

A two part strategic approach.

## The Umbrella Brand.

The umbrella brand is designed to communicate a broader idea (slowing down and being a more responsible driver is a good thing).

## The Extension Messages.

These are specific messages that will address each of the behavior issues through headlines and a variety of marketing vehicles.

The campaign

# Street Smarts



City of San José

# The Umbrella Brand.



# A broad mix of media.





# Red Light Violations.





# Red Light Violations.



# Stop Sign Compliance.



# Speeding.

**WANT TO MEET COPS?  
DRIVE FAST.**



**Street**  **Smarts** [www.GetStreetSmarts.org](http://www.GetStreetSmarts.org) City of San José

# School Zone Compliance.

**IF YOU SEE KIDS  
SLOW TO 25**



**Street  Smarts** [www.GetStreetSmarts.org](http://www.GetStreetSmarts.org) City of San José

# Crosswalk safety & compliance.





# Cyclist safety.

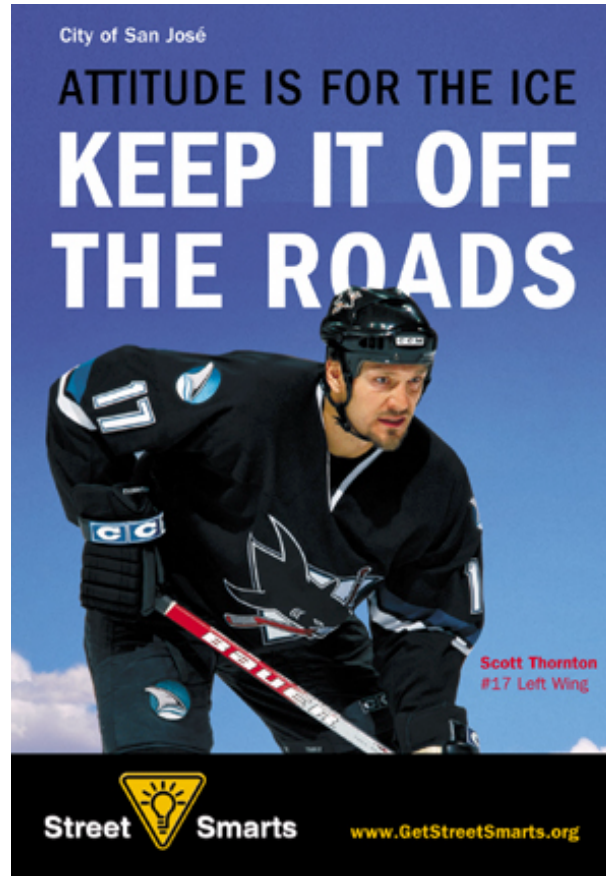
**DRIVERS AND CYCLISTS:  
THERE'S PLENTY OF ROAD  
TO GO AROUND**



**Street**  **Smarts** [www.GetStreetSmarts.org](http://www.GetStreetSmarts.org) City of San José

# Other: Road Rage.

Sponsorship example



# Neighborhood Signage.





# Community Leader.



# General Awareness.



The campaign

# Street Smarts



City of San José